



the wheel

Covina Rotary Club - District 5300 - Chartered March 8, 1923

September 15, 2011 Issue #10 Editor: Dan Banh

This Week:

Social Media – Part II Video Marketing

John Reyes is the CEO and president of Open Houses Inc., a company whose goal is to simplify both social media and technology for real estate professionals and industry affiliates. He received a BS degree in Business Administration, Management & Human Resources with an emphasis in General Management from Cal Poly.

Next Week:

Winner of the Roy Hord Volunteer of the year award, Nanci Larsen, Director of Audience Development and Administration for the Mission Inn Foundation will be our speaker.

Last Week:

Has your business been kind of slow lately? Well, maybe it was due to the slow economy or perhaps

you did not market yourself as well as you should. Having a website is not enough; you need a better way to communicate and reach out to a wider audience. How would you go about it? Well, Facebook of course. Facebook is an effective way to bring more traffic to your website. Millions of people are on FB everyday and if 'you're not on FB, you're not a person,' according to Ryan Raphael, senior



marketing executive of Open Houses Inc. 2001. This company trains businesses how to effectively market and grow their products and services thru FB and other social media. Open Houses helps 'humanize the brand' for you; meaning when people think of certain thing, they immediately associate it with your business. For example, when you think of bugs, you think of Brian; or when toothache occurs, you think of Jerry; similarly, when you think of crooks, you think of politicians, etc... FB is a wonderful place to promote

your business but it also can be a risky place; so be careful!!!

Special Announcements:

- District Conference will take place during the weekend of June 1-3, 2012 at the new, completely renovated Lake Arrowhead Resort & Spa. Apparently, District 5300 has reserved the whole resort for that weekend but rooms are going fast. So if you're planning to go, please reserve now. Don't worry about the room rate; it can be changed later once the district has negotiated the discount group rate.
- Marilyn Porter had decided not to return to the club due various health and personal issues.

Remaining Program Chairs for 2011-2012

October 2011	Sanford King
November 2011	Andrew McIntyre
December 2011	Jerry Smith
January 2012	Steffan Kirk Wright
February 2012	Tara Biddle
March 2012	Any volunteer?
April 2012	Brian Akers
May 2012	Lisa Brabo
June 2012	Lina Leford

Please call Fred M. at 805-490-0311 with any questions or suggestions for programs.